BLACKBIRD FOR TRAINING

Compensation and Benefits Management

24 – 28 May 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Introduction

In today's competitive talent landscape, Compensation and Benefits Management is essential for organizations aiming to attract, retain, and motivate top talent. This comprehensive training program empowers HR professionals with the skills to design, implement, and manage effective rewards strategies that align with both organizational objectives and employee expectations.

The course covers the full spectrum of compensation and benefits management — from job evaluation and pay structures to market benchmarking, salary surveys, and emerging trends in total rewards. Participants will gain the expertise to create fair, competitive, and legally compliant reward systems that enhance employee engagement and boost organizational performance.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of compensation and benefits in human resources management HRM and its link to employee engagement and retention.
- Design motivating and equitable compensation structures through effective job evaluation and market benchmarking.
- Analyze internal and external equity to ensure fairness and competitiveness in pay.
- Develop modern employee benefits packages that align with wellness and work-life balance priorities.
- Align compensation and benefits strategies with organizational goals and performance-based pay models.
- Ensure legal compliance and cost-effectiveness in all rewards programs.
- Boost employee engagement through customized, data-driven rewards and benefits.

Course Outlines

Day 1: Introduction to Compensation and Benefits

- Exploring the strategic importance of compensation and benefits management in HRM.
- Key components of a total rewards system and how they drive performance.
- Principles of internal and external equity in pay structures.
- Legal and ethical considerations in compensation and benefits practices.
- Linking compensation strategies to organizational objectives and culture.



Day 2: Job Evaluation and Pay Structure Design

- Conducting job analysis and creating detailed job descriptions.
- Techniques for job evaluation: point-factor, ranking, and classification.
- Developing pay grades and establishing salary ranges.
- Creating a competitive, motivating pay structure.
- Balancing internal equity and market competitiveness.

Day 3: Market Benchmarking and Salary Surveys

- Introduction to salary surveys and using market data for decision-making.
- Analyzing market trends to assess pay competitiveness.
- Positioning jobs in the market using lag, lead, and match strategies.
- Adjusting pay structures based on market movement and emerging needs.
- Case study: Developing a market-driven pay strategy and positioning approach.

Day 4: Employee Benefits and Non-Monetary Rewards

- Overview of employee benefits: mandatory vs. voluntary programs.
- Trends in benefits management: wellness, flexibility, and work-life balance.
- Designing engaging benefits packages to support retention and morale.
- Managing costs and demonstrating ROI in employee benefits programs.
- Integrating benefits seamlessly into the overall total rewards strategy.

Day 5: Communication, Governance, and Future Trends

- Best practices for communicating compensation and benefits plans to employees.
- Incorporating performance-based pay and incentive programs for motivation.
- Monitoring, auditing, and ensuring compliance in compensation programs.
- Emerging trends: pay transparency, AI-powered solutions, and personalized rewards strategies.
- Final workshop: Creating a tailored compensation and benefits management plan.

Why Attend this Course: Wins & Losses!

- Develop a thorough understanding of compensation and benefits management and how it drives employee engagement and retention.
- Gain practical skills in job evaluation, market benchmarking, and designing competitive pay structures.
- Learn to integrate modern employee benefits programs that enhance wellness and work-life balance.
- Master how to communicate and manage performance-based pay and incentives effectively.
- Discover global trends and best practices in rewards strategy and total rewards.
- Become a trusted HR partner in building a culture of fairness, transparency, and high performance.



Conclusion

Compensation and Benefits Management is a cornerstone of successful HRM and a critical tool for organizations aiming to build high-performing, engaged teams. This course provides HR professionals with the expertise to create compensation strategies and employee benefits programs that align with business goals and meet the evolving needs of today's workforce.

From job evaluation to market benchmarking and emerging trends like AI-powered solutions, this program will equip you with the insights and practical tools to drive meaningful change and boost organizational performance. Join this course to become a strategic leader in the future of total rewards.

